

THE RICHMOND DISPATCH.

RICHMOND, VA., SUNDAY, OCTOBER 27, 1889.

THREE CENTS PER COPY.

WHOLE NUMBER, 11,952.

MILLER, RHOADS & GERHART.



Why Do Merchants Advertise?



It is very evident that some merchants advertise conspicuously only to draw a crowd.

In many cases it proves to be the only way they ever get crowds.

It is not their reputation for giving good bargains or reliable value that attracts, but it is the highly-pictured and very much overdrawn articles as they appear in the advertisements (not in the stores) that attract the bargain-seeking and destined-to-be-disappointed public. Reliable goods, reliable styles, and reliable methods of conducting business. A system in every department of our house that savors of conscience is the advertising medium through which we seek to commend ourselves to the public.

We believe in *advertising*, but not in *overrating*. Reliable advertising with reliable methods in business is a strong feature in building up a large trade and a reputation that will last. Overrating leads to distrust.

We sell goods for just what they are. Wool when *not* wool, cotton for cotton.

We call goods by their right names and represent them to be just as wide as they measure by inches (not in imagination).

We make every sale thoroughly satisfactory.

We never take advantage of the inexperienced.

When an article or a piece of goods is damaged it is so labelled.

We require our salespeople to treat all customers kindly and courteously, no matter what their station in life may be.

We have but ONE PRICE. It is the lowest in the State of Virginia for reliable goods.

We have made large purchases this fall.

Our goods come from first hands—straight from the looms to you in Richmond.

We have facilities for buying and selling goods *cheaper* than many merchants.

We want to sell you your WINTER DRESS AND WRAP; YOUR WINTER UNDERWEAR, HOSIERY, AND GLOVES; YOUR BLANKETS AND COMFORTS, &c.

OPENING WEEK.

This will be OUR FALL AND WINTER OPENING WEEK. *Souvenirs* will be given in the way of LOW PRICES AND GENUINE VALUES IN DRY-GOODS, COATS, BLANKETS, COMFORTS, UNDERWEAR, GLOVES, RIBBONS, &c.

SOUVENIR PRICES.

BUTTONS. We are selling pretty Metal Buttons. Our Buttons at 25c, a card of two dozen worth 50c.

Large and Small Size Metal Dress Buttons, worth from 25 to 50c, a dozen for 15c, a card of two dozen.

INFANTS' SACQUES. Infants' Bandages in pretty shades and new designs.

At 25c, worth 25c;
At 50c, worth 50c;
At 75c, worth 75c;
At 100c, worth 100c;
At 125c, worth 125c;

Infants' Embroidered Cashmere Caps at 25c, worth 25c.

Miller, Rhoads & Gerhart.

OPENING WEEK.

SOUVENIR PRICES. Misses' Positive Black English-Hibbed Hose, split rates, ribbed Hose, a pair. An excellent school Hose.

There are twenty-six bargain boxes of Ladies' and Misses' hose on our counters this week that will pay you to look at.

Miss's Fine-Black English-Hibbed Seamed Hose, all sizes, at 25c, a pair worth 25c;

Ladies' Fast-Black English-Hibbed Seamed Hose, all sizes, at 25c, a pair worth 25c;

UNDERWEAR. Our Winter Underwear Department is complete. Everything that is desirable, reliable, and comfortable is here.

Children's Vests and Pants from 25c upwards;

Ladies' Vests 25c upwards;

Men's Shirts and Drawers 25c upwards.

OPENING WEEK.

BED COVERING. Most merchants buy their White Quilts, their Bedspreads, their Pillows, and their Bedclothes from the manufacturer and thus it is that we can sell you an Extra-High-Crashed Quilt, 77x71 inches, at \$1. Other merchants ask \$1.25. A silk heavier cover, 77x80 inches, at \$1.15 worth 125c.

The Bed Comforts start at 25c. You will be amazed at the splendid quality we offer at 25c for the Satisfaction Comforts that are as soft as silk.

RED FLANNEL. If you have Flannels to buy in white, red, or gray our low prices will be a saving to you.

Extra-High-Spirited Twisted Flannel, not at 25c, worth 25c;

At 25c, a yard worth 25c;

At 50c, a yard worth 50c;

At 100c, a yard worth 100c.

HANDKERCHIEFS. Last Friday's steamer brought over five hundred dozen Ladies' Plain and Fancy Handkerchiefs. We will sell them at a very small advance on cost.

Pretty sizes at 25c, 50c, 100c, 200c, 250c, upwards.

Miller, Rhoads & Gerhart.

ECONOMY IS WEALTH.
If you desire wealth practice economy by purchasing your Dry Goods at the

PALAIS ROYAL

Popular ONE-PRICE House.

Economical Buyers will Profit by Reading This Advertisement and Paying the PALAIS ROYAL a Visit.

EXTRAORDINARY OFFERINGS DURING THE COMING WEEK.

FLANNEL AND CLOTH SHIRT-WAISTS FOR BOYS AND GIRLS. made to order for us in the most substantial quantities.

Restaurant Quality Cloth Waists, 25c; All-Wool Cloth Shirt-Waists, 25c; Blue Flannel Shirt-Waists, 25c.

Finest All-Wool Navy-Blue Flannel Shirt-Waists at 25c.

All of the above in sizes from 10 to 14 years. A special bargain offering in

LACE CURTAINS. A good imitation Guipure-Lace Curtains, three yards long, at 25c, a half yard long fine Nottingham Curtains at 25c, worth \$1.50;

Finest All-Wool Twilled Carpet, at 25c, worth \$1.25;

Extra-weight Twilled Sheeting at 25c;

Extra-quality Blended Twilled Crash at 25c;

Good Heavy Part Wool Twilled Gray Flannel at 10c;

Good Dark Dress Prints, 50c;

An extra-weight twilled heavy Plush Unbleached Cotton Flannel at 25c, worth 25c;

Red-Twill Flannels at 25c, worth 25c;

All-Wool Cambrics, just the weight for boys' clothing, at 25c;

Men's neatly All-Wool Cambrics, pretty styles of plaid and stripes, at 25c;

The regular size plain Plaid Nainsooks, five different styles, at 25c;

Nearly All-Wool Gray Herringbone and Striped Cambrics of the best quality, are 50c, goods, but are reduced to 25c, worth 25c;

For Ladies' and Infants' wear we have a special line of fine White Embroidered Flannels with wash-silk embroidery;

On Gilbert's Finest All-Wool Flannels, yard wide, with two-inch embroidery, 25c;

Yard-widts, with three-inch embroidery, 35c;

Yard-widts, with six-inch embroidery, 45c;

They will surprise you.

Stamps—Pillow-Shams, on good cotton, 25c, a pair;

Standard Shapes of French Hemstitched Irish Linen, sheer and heavy, at 25c a pair;

Fine Standard Hemstitched Linen Bolster-Shams at 25c and 35c;

Stamps—Hemstitched Linen Mats at 25c.

UMBRELLAS. Our own importation of English Gloria Silk, with fine oxidized handles—every one warranted not to split or change, at 25c for 25c, and 35c for 35c for 25c.

THE PALAIS ROYAL'S KING GLOVES TAKE THE LEAD.

The Free-Flock Guaranteed King Gloves at 25c;

A real black Undressed Glove at 25c;

A real Fine-Ply Button Gloves, with embossed back, at 25c;

Misses' Knit Gloves, Kite Gloves, narrow embroidered back, sizes from 2 to 6, at 25c, 35c,

45c, 55c, 65c, 75c, 85c, 95c, 105c;

Men's Knit Gloves, Two-Button Extra-quality Kid Gloves—all shades of Brown, Tan, and Gray, at 25c, 35c, 45c, 55c, 65c, 75c, 85c, 95c, 105c;

Men's Knit Gloves, Two-Tone, 25c;

Men's Knit Gloves, Two-Tone, 25c;</p